

Introducing Astral's Harold Greenberg Fund's Short Film Award at the Just For Laughs Film Festival in Montreal

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Toronto, March 12, 2012 - Astral's Harold Greenberg Fund (Fund) is proud to announce its support of the Just For Laughs Film Festival, and the Fund's Short Film Award. A \$1,000 prize will be awarded to the best comedic short film that screens at this year's film festival as part of the 30th Anniversary of the Just For Laughs Montreal Comedy Festival, running from July 12-July 29, 2012.

Just For Laughs Film Festival is accepting applications now through April 20, 2012. The film festival programming team will select the award winner for the Fund's Short Film Award amongst those screened at this year's festival. For more information, or to submit your film, please visit www.hahaha.com/film.

"For decades, Canada has been recognized internationally for producing some of the world's greatest comedians, but we've struggled to leverage that success for film," says the Fund's English-Language Program President John Galway. "With so many great comedies in development and the recent success of Michael Dowse's Fund-supported *GOON*- which debuted at number one in Canada in its opening week, outperforming all the major studio films by grossing approximately \$1.8 million- there are signs that the tides are turning. We hope that, through initiatives like this, comedic talent will be fostered and enticed to stay and work here in Canada."

The Fund has been a long standing supporter of industry training, project development and promotional initiatives. In addition to the Fund's Script Development and Equity Investment Programs, the Industry Initiatives Program invests over \$200,000 each year in the Canadian film and television industry. Funded by The Movie Network and Viewer's Choice, this program is reviewed annually by the English-Language Committee, including Suzette Couture, Damon D'Oliveira, Melanie Friesen, John Galway, Bryn Matthews, Jane Tattersall and Kevin Wright.

About Astral's Harold Greenberg Fund

Astral's Harold Greenberg Fund is a member of the Astral family. Founded in 1961, Astral is one of Canada's largest media companies. It operates several of the country's most popular pay and specialty television, radio, out-of-home advertising and digital media properties. Astral plays a central role in community life across the country by offering diverse, rich and vibrant programming that meets the tastes and needs of consumers and advertisers. To learn more about Astral, visit astral.com.

About Just For Laughs

Founded in 1983 with the presentation of its first comedy festival in Montreal, the Just For Laughs Group is a world leader in comedy (want proof? Come to the Conference). It has four major business units: Festivals (in Montreal, Toronto, Chicago and Sydney, AUS); television production (most notably Gags seen in 135 countries and on 95 airlines); live shows (Canadian tour dates for Jerry Seinfeld, Louis C.K., Kevin Hart, the Capital One Just For Laughs Comedy Tour, North American dates for Family Guy Live!); production of hand-crafted awards; and talent management. Its inaugural Festival is now the world's largest and most prestigious comedy event welcoming close to 2 million people each summer. The Group has offices in Montreal, Paris, Los Angeles, Toronto and London.

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For more information

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